



Daniel Halden <daniel.halden@lacity.org>

RE: Hollywood Division Lt. Alex Baez

1 message

Kerry Morrison <Kerry@hollywoodbid.org>

Tue, Mar 15, 2016 at 7:37 PM

To: Lissa Nicolette <cory.palka@lapd.city.org> <cory.palka@lapd.city.org>

Cc: "jorge.villegas@lapd.city.org" <jorge.villegas@lapd.city.org>, "charlie.beck@lapd.lacity.org" <charlie.beck@lapd.lacity.org>, Daniel Halden <Daniel.Halden@lacity.org>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

Lissa, thank you for writing this letter on behalf of Lt. Baez. I am copying the council office and our neighborhood prosecutor on this as well, because we were all part of that problem solving team last summer working together to ameliorate many of the issues on Ivar that had contributed to a deterioration of safety and quality of life on that street.

The entire LAPD team was excellent in working with us to problem-solve, as you point out, Lt. Baez took the lead to deploy resources and smart strategies. He is very creative and committed – and he will be sorely missed in Hollywood.

Thank you for taking the time to write the email. All too often, our LAPD partners do not receive the recognition they deserve.

Captain Palka, we look forward to working with you and your new team.

Best regards,

Kerry

KERRY MORRISON*Executive Director*

[Hollywood Property Owners Alliance]

6562 Hollywood Blvd | Los Angeles, CA 90028

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From: Lissa Nicolette [mailto:
Sent: Monday, March 14, 2016 11:52 PM
To: cory.palka@lapd.city.org; Kerry Morrison <Kerry@hollywoodbid.org>
Cc: jorge.villegas@lapd.city.org; charlie.beck@lapd.lacity.org
Subject: Hollywood Division Lt. Alex Baez

Dear Captain Palka,

We just learned of the news that Lt Alex Baez will no longer be apart of the Hollywood Division. This is a surprise to all of us in the community as we have been working so hard together as a team to make Hollywood a safer, more desirable location.

A little history on our business, Beso was established in 2007 at the corner of Ivar and Hollywood Blvd. Our lease came due in November 2015 and until mid last year, we were debating on renewing our lease due the increase of crime, homelessness, and pan handlers in the area.

Our staff were being harassed and threatened while walking to their cars, our guests were complaining about not feeling safe. We saw a decrease in sales during this period. In the 8 years of business, this was the worst it has been. We had our window broken, constant graffiti, etched in glass, theft, and vagrants sitting on the steps and becoming aggressive when asked to move.

We met with Lieutenant Baez, BID, and the city council and they allowed us to express our concerns and state situations that have become increasingly alarming to us. Lt. Baez gave us suggestions to increase safety in and around our building by adding lights, keeping shrubs trimmed, and clean the sidewalks and walk ways often. We also signed a trespass ordinance so we can reduce the loitering, and we posted the sign on our building. He brought the gang unit out to take photos of the building and the etched glass windows so they can monitor the activity. He worked with the club that shares our wall in re-organizing their lines to not interfere with our guests entrance and exit of Beso. This had also become an increasing problem as the nightclub clientele is very different then our dinner guests, which lead to confusion and our guests not feeling comfortable. All of our concerns were addressed and we saw an immediate response by Lt. Baez. We saw an instant improvement after one meeting. Throughout the next couple of weeks we all felt much safer, our guests commented on the difference in the neighborhood, there were isolated incidents of loitering and quickly taken care of. We have a line of communication, and issues were being take care of efficiently and effectively.

After follow up meetings with BID, Lt. Baez, and the city council, all of us businesses in the community agreed we are on the right path and we were all happy about the progress in all the concerned areas. We understand this is a team effort and we all have to do our part.

Our owners including Ms. Longoria all agreed that if the police, council and members of Hollywood can work

together and make an improvement we would sign a lease again keeping our business here in Hollywood.

This letter is to extend our appreciation to Lt. Baez, one of our team members, and leaders in the community. It is people like Lt. Baez that make a difference, and from all of our staff, partners, and patrons, we will miss him working with us.

Thank you for your time.

The members of Beso team

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